103698 Orders Order / Rev: Alt Order #: 06830029 Product Desc: BERKLEY FOR SENATE Estimate: 30S Flight Dates: 10/02/12 - 10/20/12 Primary AE: Amy McCreary Original Date / Rev: 06/28/12 / 10/10/12 Sales Office: BLPHI **GENERAL** Order Type: Sales Region: **National** Name: Shorr Johnson Magnus Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley, Shelley for Senate Advertiser Name: Demographic: A35+

Bill Plan

Product Codes:	PLC01
Priority:	SELECT PRIORITY C

Revenue Codes:

SELECT PRIORITY CODE
POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation: Advertiser External ID:

Agency External ID:

Totals

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	111	\$46,820.00	\$39,797.00	0.00

\$46,820.00

\$39,797.00

0.00

111

00:05:00

Start Date End Date # Spots Gross Amount Net Amount 10/01/12 10/20/12 111 \$46,820.00 \$39,797.00

**Account Executives** 

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$46,820.00
Market	100%	\$234,100.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$74,912.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$49,161.00
KTUD	0%	\$0.00
KVVU	25%	\$58,525.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,682.00

L	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Е	1 KSNV	10/02/12	10/05/12	Wake Up Early w	/Wagn@M	430a-5a	-TWT	:30	4	\$50,003	0.00 NM	4	\$200.00
				Wake Up Early V	Vagners								
	NEWS				-								
	<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	Week: 10/0	01/12	10/07/12	-TWT	4	\$50.00	0.00						

KSNV

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830029

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/20/12

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/02/1	2 10/05/12	Wake Up Early W	-	430a-5a	-TWT			\$50.003	0.00 NM	4	\$200.00
	NEWS			wake op Larry v	vagners								
		t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/		10/07/12	-TWT	4	\$50.00	0.00			**************************************			
E 2	KSNV	10/08/1	2 10/08/12	Wake Up Early Wake Up Early V		430a-5a	M	:3	0 1	\$50.003	0.00 NM	1	\$50.00
	NEWS			vvako op zany v	ragnoso								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 10/		10/14/12	M	1	\$50.00	0.00			****	0.00.111.1		
<b>E</b> 3	KSNV	10/08/1	2 10/08/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	M	:3	0 1	\$200.003	0.00 NM	1	\$200.00
1	NEWS			Will Grou veakes	p www.agiioio								
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/		10/14/12	M	1	\$200.00	0.00	.0		4000 000	0.00.134		
E 4	KSINV	10/02/1	2 10/05/12	M-F 5-6a WakeU M-F 5-6a WakeU	_	5-6a	-TWTF-	:3	0 4	\$200.003	0.00 <b>NM</b>	4	\$800.00
	NEWS			iii i o da rrando	p m v agnors								
	,	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 10/		10/07/12	TWTF	4	\$200.00	0.00	.0		<b>#</b> 000 000			40.400.00
E 5	KSINV	10/02/1	2 10/05/12	M-F 6-7a WakeU M-F 6-7a WakeU	_	6-7a	-TWTF-	:3	0 8	\$300.003	0.00 NM	8	\$2,400.00
	NEWS			, , , , , , , , , , , , , , , , , ,	, <b>.</b>								
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/		10/07/12	ME 6 70 Mickell	8	\$300.00 6-7a	0.00	.0	0 0	#200 002	0.00 1114	_	<b>#</b> 200 00
E 0	VOINA	10/00/1	2 10/06/12	M-F 6-7a WakeU M-F 6-7a WakeU		0-7a	M⊶⊶-	:3	0 2	\$300.003	0.00 NM	2	\$600.00
	NEWS				,								
147		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/		10/14/12 2 10/08/12	Today Show	CM 2	\$300.00 658a-9am	0.00 M	:3	0 3	\$400.003	0.00 NM	2	<b>#4</b> 200 00
<b>5</b> /	NOINV	10/00/1	2 10/00/12	Today Show	GIVI	0008-98(1)	W	د,	0 3	φ <del>4</del> 00.003	U.UU INIM	3	\$1,200.00
	TODAY			·									
144		rt Date	End Date	<u>Weekdays</u> M	Spots/Week		Rating						
	eek: 10/		10/14/12	Today Show	3 	\$400.00 658a-9am	0.00 -TWTF-	:3	0 8	\$400.003	0.00 NM	5	<b>#2 000 00</b>
	NOIV	10/02/1	2 10/03/12	Today Show	OW	OJOarsaili	- 1 101 (		0 0	\$400,003	O.OO MIN	5	\$2,000.00
,	TODAY			•									
144		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Spo	eek: 10/ t Ch	Date Ra	10/07/12 inge D	-TWTF escription		\$400.00 t/End Time	0.00	Weekd	avs Le	ngth Rate	Rtg Type		
		•	2-10/07/12 T			a-9am		-TWTh		30 (\$400.00			
		edited	1155 1 11										
	_	_	on airrerent ii 2-10/07/12 7	ne with rate chang	-	a-9am		-⊤w⊤h.	<u> </u>	:30 (\$400,00	) D DO A/A/	I	
`		edited	2-10/0//12	oday onow	0000	a-Jam		••   11.		.50 (\$400.00	9 0.00 14141		
				ne with rate chang	<u>-                                      </u>								
4			2-10/07/12 T	oday Show	658	a-9am		∽⊤w⊤h	F	:30 <del>(\$400.00</del>	0.00 NM		
		<i>edited</i> edit-ma o	n different li	ne with rate chang	el								
E g				Noon News	CM	12-1230pm	-TWTF-	:3	0 4	\$175.003	0.00 NM	4	\$700.00
Ī			, <b>-</b>	Noon News	=			,-		, <del></del>			7.00.00
	NEWS	-4 D - 4 -	End D-4	Mar aled	01-834-1	Б. (	D-0-						
\/\/	<u>Sta</u> /eek: 10	<u>rt Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> ∽TwTF	Spots/Week 4	· · · · · · · · · · · · · · · · · · ·	Rating 0.00						
				Noon News	CM	12-1230pm	M	:3	10 1	\$175.003	0.00 NM	1	\$175.00
				Noon News		- 1:							,
	NEWS	nt Dete	End Det-	Monkelaya	Chalanta - 1-	Data	Datie -						
W	<u>Sta</u> /eek: 10	<u>rt Date</u> 08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00				Ì		
			2 10/08/12		CM	9-10a	M	:3	30 1	\$425.001	0.00 NM	1	\$425.00
											•	1	•

**KSNV** 

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830029

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/20/12

Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount M-F Today Show II 3rd Hr M-F Today Show II TODAY II Start Date End Date Rating **Weekdays** Spots/Week Rate Week: 10/08/12 10/14/12 M-----\$425.00 0.00 1 Start/End Time **Spot** Ch Date Range <u>Description</u> <u>Weekdays</u> <u>Length</u> Rate Rtg Type 1 KSNV 10/08/12-10/14/12 M-F Today Show II 3rd Hr 9-10a :30 (\$175.00) 0.00 NM See MG 11.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/08/12-10/08/12 M-F Today Show II 3rd Hr 9-10a :30 \$425.00 0.00 NM (f) MG for 11.1 10/08 [revised rate to reinstate] 0.00 NM E 12 KSNV 10/02/12 10/05/12 M-F Today Show II 3rd H3M 9-10a -TWTF--:30 \$425.001 3 \$1,275.00 M-F Today Show II TODAY II Start Date End Date Weekdays Spots/Week Rating Rate 10/07/12 -TWTF--0.00 Week: 10/01/12 4 \$425.00 Start/End Time <u>Weekdays</u> Spot Ch Date Range **Description** <u>Length</u> Rate Rtg Type 1 KSNV 10/01/12-10/07/12 M-F Today Show II 3rd Hr 9-10a -TWThF---(\$425.00) 0.00 NM :30 See MG 12.5,12.8,12.7,12.8 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/01/12-10/07/12 M-F Today Show II 3rd Hr 9-10a -TWThF----:30 (\$425.00) 0.00 NM See MG 12.5,12.8,12.7,12.8 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/01/12-10/07/12 M-F Today Show II 3rd Hr -TWThF----(\$4<del>25.00)</del> 0.00 NM See MG 12.5,12.8,12.7,12.8 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 4 KSNV 10/01/12-10/07/12 M-F Today Show II 3rd Hr 9-10a -TWThF----(\$425.00) 0.00 NM :30 See MG 12.5,12.6,12.7.12.8 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 6 KSNV 10/02/12-10/05/12 M-F Today Show II 3rd Hr 9-10a -TWThF----:30 \$425.00 0.00 NM MG for 12.2,12.1,12.4,12.3 [revised rate to reinstate] 7 KSNV 10/02/12-10/05/12 M-F Today Show II 3rd Hr 9-10a -TWThF----:30 \$425.00 0.00 NM [ABLE TO PLACE] ABLE TO PLACE 8 KSNV 10/02/12-10/05/12 M-F Today Show II 3rd Hr 9-10a -TWThF---:30 \$425.00 0.00 NM MG for 12.2,12.1,12.4,12.3 [revised rate to reinstate] E 13 KSNV 10/02/12 10/05/12 Dr. Phil CM 3-4p -TWTF--:30 \$200.003 0.00 NM \$800.00 Dr Phil PHIL Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating Week: 10/01/12 10/07/12 -TWTF--\$200.00 0.00 E 14 KSNV 10/08/12 10/08/12 Dr. Phil CM 3-4p M----:30 1 \$200.003 0.00 NM 1 \$200.00 Dr Phil PHIL Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 \$200.00 0.00 E 15 KSNV 10/08/12 10/08/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm M-----:30 \$300,003 0.00 NM \$300.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS **Weekdays** Start Date End Date Spots/Week Rate Week; 10/08/12 10/14/12 \$300.00 0.00 E 16 KSNV 10/02/12 10/05/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -TWTF--:30 \$300,003 0.00 NM \$1,200.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating 10/07/12 -TWTF-\$300.00 0.00 Week: 10/01/12 E 17 KSNV 10/02/12 10/05/12 NEWS 3 at 4 (1 HOUR)CM -TWTF--:30 \$300.003 0.00 NM \$1,200.00 4-5pm . 4PM NEWS (1 hour) (4:00 PM-4:30 PM) NEWS

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**KSNV** 

Order / Rev:

103698 06830029

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

10/02/12 - 10/20/12

Product Desc: Estimate:

BERKLEY FOR SENATE

_Ln Ch Start	End	Inventory Code Bi	eak	Start/End Ti	me Days	Len Spe	ots	Rate Pri	Rtg Type S	pots	Amount
E 17 KSNV 10/02/	12 10/05/12		A .	4-5pm	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
NEWS		4PM NEWS (1 hour)		(4:00 PM-4:30	) PIVI)						
Start Date	End Date	Weekdays Spots/V	/eek	<u>Rate</u>	Rating						
Week: 10/01/12	10/07/12	-TWT F	4	+000.00	0.00						
E 18 KSNV 10/08/	12 10/08/12	, , , , , , , , , , , , , , , , , , , ,	VI	4-5pm	M	:30	1	\$300.003	0.00 NM	1	\$300.00
NEWS		4PM NEWS (1 hour)		(4:00 PM-4:30	PM)						
Start Date	End Date	Weekdays Spots/V	leek	Rate	Rating						
Week: 10/08/12	10/14/12	M	1	\$300.00	0.00						
E 19 KSNV 10/08/	12 10/08/12	M-F Early News C	VI .	5-630p	M	:30	2	\$450.003	0.00 NM	2	\$900.00
		M-F Early News									
NEWS											
Start Date	End Date 10/14/12	Weekdays Spots/V	<u>/eek</u> 2		Rating						
Week: 10/08/12 E 20 KSNV 10/02/				\$450.00 5-630p	0.00 -T-TF	:30	8	\$450.003	0.00 NM	8	#2 600 00
E 20 NOINV 10/02/	12 10/03/12	M-F Early News	VI	3-630b	-1-11	.30	0	<b>Φ450.003</b>	U.UU INIVI	0	\$3,600.00
NEWS		in t harry Hono									
Start Date	End Date	Weekdays Spots/V	/eek	<u>Rate</u>	<u>Rating</u>						
Week: 10/01/12	10/07/12	-T- <b>TF</b>	8	\$450.00	0.00			····			
E 21 KSNV 10/02/	12 10/05/12			730-758pm	-T-TF	:30	2	\$225.003	0.00 NM	2	\$450.00
FACE		Face to Face w/ J.Ralstor									
Start Date	End Date	Weekdays Spots/V	Jaak	Rate	Rating						
Week; 10/01/12	10/07/12	-T-TF	2		0.00						
E 22 KSNV 10/08/	/12 10/08/12	FacetoFace/Raiston Rept	VI	730-758pm	M	:30	1	\$225,003	0.00 NM	1	\$225.00
		Face to Face w/ J.Ralstor		·				·			,
FACE											
Start Date	End Date	Weekdays Spots/V	<u>veek</u>	· · · · · · · · · · · · · · · · · · ·	Rating						
Week: 10/08/12	10/14/12	M	1	\$225.00	0.00			*4.000.004	0.00.104	•	<b>*</b> 4.0.400.00
E 24 KSNV 10/02	12 10/05/12	M-F Jeop/Wheel C M-F Jeopardy/Wheel of F		630-730pm	<del>-</del> T- <b>T</b> F	:30	8	\$1,300.001	0.00 NM	8	\$10,400.00
JEP/WH		Mi-i Seopardy/Villeer OFF	ortun	·							
Start Date	End Date	Weekdays Spots/V	veek	<u>Rate</u>	Rating						
Week: 10/01/12	10/07/12	-T-TF	8	\$1,300.00	0.00						

Print Date: 10/11/12 08:00:07 Page 5 of 7

KSNV

Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06830029

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/20/12

Estimate:

30S

Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots l n Amount E 24 KSNV 10/02/12 10/05/12 M-F Jeop/Wheel CM 630-730pm 0.00 NM ·30 8 \$1,300,001 \$10,400.00 M-F Jeopardy/Wheel of Fortune JEPANH End Date Start Date Weekdays Spots/Week Rating Rate 10/07/12 -T-TF--8 \$1,300,00 Week: 10/01/12 0.00 Description Start/End Time Spot Ch Date Range Weekdays Length Rate Rtg Type :30<del>(\$1,3</del>0<del>0.00)</del> 0.00 NM 1 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----See MG 24.9.24.10.24.11.24.12.24.13.24.14.24.15.24.16 I.NOT AVAILABLE RATEI NOT AVAILABLE RATE 2 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30<del>(\$1,300.00)</del> 0.00 NM See MG 24.9, 24.10, 24.11, 24.12, 24.13, 24.14, 24.15, 24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30(\$1,300.00) 0.00 NM See MG 24.9, 24.10, 24.11, 24.12, 24.13, 24.14, 24.15, 24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 4 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm :30<del>(\$1,300.00)</del> 0.00 NM -T-ThF----See MG 24.9.24.10,24.11,24.12,24.13,24.14,24.15,24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 5 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30<del>(\$1,300.00)</del> 0.00 NM See MG 24.9, 24.10, 24.11, 24.12, 24.13, 24.14, 24.15, 24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 6 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF---See MG 24.9, 24.10, 24.11, 24.12, 24.13, 24.14, 24.15, 24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 7 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:3*0<del>(\$1,300.00)</del> 0.00 NM* See MG 24.9.24.10.24.11.24.12.24.13.24.14.24.15.24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 8 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30<del>(\$1,300.00)</del> 0.00 *NM*| See MG 24.9, 24.10, 24.11, 24.12, 24.13, 24.14, 24.15, 24.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 9 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0,00 NM (H) MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 10 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T~ThF----:30 \$1,300.00 0.00 NM MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 11 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM (h) MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 12 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM (ii) MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 13 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM (H) MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 14 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM (h) MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 15 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM (f) MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] 16 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel 630-730pm -T-ThF----:30 \$1,300.00 0.00 NM MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate] E 25 KSNV 10/08/12 10/08/12 M-F Jeop/Wheel CM 630-730pm M-----:30 2 \$400.003 0.00 NM 2 \$800.00 M-F Jeopardy/Wheel of Fortune JEP/WH Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$400.00 0.00 ----S-E 26 KSNV 10/06/12 10/06/12 SIGN ON-SIGN OFF CM 5a-459a :30 \$250.003 0.00 NM 2 \$500.00 ROS (9:00 PM-10:00 PM)

KSNV

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830029

10/02/12 - 10/20/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type	Spots	Amount
<u>Start Date                                  </u>		
E 27 KSNV 10/07/12 10/07/12 News 3 Live in Prime CM 7-10pmS :30 1 \$600.003 0.00 NM News 3 in Prime	1	\$600.00
NEWS IN PRIME AFTER NFL Start Date End Date Weekdays Spots/Week Rate Rating		
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/125 1 \$600.00 0.00		
E 28 KSNV 10/05/12 10/05/12 Fri PR 9-10p CM 9-10pmF :30 1 \$1,000.003 0.00 NM Friday Prime 9-10pm GRIMM	1	\$1,000.00
<u>Start Date                                      </u>		
Week: 10/01/12         10/07/12         1 \$1,000.00         0.00           E 31 KSNV 10/02/12 10/05/12 Late Night w/Failon         CM         1237a-136am         -Tw⊤F         :30         4 \$250.001         0.00 NM	4	\$1,000.00
Late Night w/Failon FALLON		
Start Date         Weekdays         Spots/Week         Rate         Rating           Week: 10/01/12         10/07/12         -TWTF         4 \$250.00         0.00           Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg         Type           1 KSNV 10/01/12-10/07/12 Late         Night w/Fallon         1237a-136am         -TWThF         :30 (\$250.00)         0.00 NM           See MG 31.5,31.6,31.7,31.8		
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
2 KS <i>NV 10/01/12-10/07/12 Late Night w/Fallon</i> 1237a-136am -TWThF :30 <del>(\$250.00)</del> 0.00 <i>NM</i> See MG 31.5,31.6,31.7,31.8 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
3 KSNV 10/01/12-10/07/12 Late Night w/Fallon 1237a-136am -TwThF :30 <del>(\$250.00)</del> 0.00 NM See MG 31.5,31.6,31.7,31.8 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
<i>4 K</i> S <i>NV 10/</i> 01/12-10/07/12 Late <i>Night w/Fallon</i> 1237a-136am −Tw⊤hF ;30 <del>(\$250.00)</del> 0.00 <i>NM</i> See <i>MG</i> 31.5,31.6,31.7,31.8		
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE 5 KSNV 10/02/12-10/07/12 Late Night w/Fallon 1237a-136am -TwThF :30 \$250.00 0.00 NM		
MG for 31.1,31.3,31.2,31.4 [revised rate to reinstate]		
6 KSNV 10/02/12-10/07/12 Late Night w/Fallon 1237a-136am -⊤w⊤hF :30 \$250. <b>00 0</b> .00 NM ⑭ MG for 31.1,31.3,31.2,31.4		
[revised rate to reInstate] 7 KSNV 10/02/12-10/07/12 Late Night w/Fallon 1237a-136am -TwThF :30 \$250.00 0.00 NM		
MG for 31.1,31.3,31.2,31.4 [revised rate to reinstate]		
8 KSNV 10/02/12-10/07/12 Late Night w/Fallon 1237a-136am -⊤w⊤hF :30 \$250.00 0.00 NM → MG for 31.1,31.3,31.2,31.4		
[revised rate to reinstate] E 32 KSNV 10/08/12 10/08/12 Late Night w/Fallon CM 1237a-136am M :30 1 \$75.003 0.00 NM	1	\$75.00
Late Night w/Fallon FALLON	·	ψ. 0.00
<u>Sfart Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/08/12 10/14/12 M 1 \$75.00 0.00		
E 33 KSNV 10/08/12 10/08/12 The Tonight Show CM 1135p-1237a M :30 2 \$185.003 0.00 NM Tonight Show	2	\$370.00
TON SHOW <u>Start Date End Date Weekdays, Spots/Week</u> <u>Rate Rating</u> Week; 10/08/12 10/14/12 M 2 \$185.00 0.00		
E 35 KSNV 10/02/12 10/05/12 M-F News 3 at Eleven CM 11pm-1135pm -TWTF :30 4 \$425.003 0.00 NM M-F News 3 at Eleven	4	\$1,700.00
NEWS Start Date		
Week: 10/01/12	4	\$425.00
M-F News 3 at Eleven	1	\$425.00
NEWS		

KSNV

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830029

10/02/12 - 10/20/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type S	Spots	Amount
E 36 KSNV 10/08/12 10/08/12	M-F News 3 at Eleven CM M-F News 3 at Eleven	<b>11</b> pm-1135pm M	:30 1	\$425.003 0.00 NM	1	\$425.00
NEWS	With Hono Cat Eleven					
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week M 1	Rate Rating				
Week: 10/08/12 10/14/12 E 37 KSNV 10/06/12 10/07/12	<u> </u>	\$425.00 0.00 11pm-1135pmSS	:30 2	\$400.003 0.00 NM	2	\$800.00
257 1010 10/00/12 10/01/12	Sa-Su News 3 at Eleven	11рия-1100рия 33	.00 2	ψ <del>1</del> 00.003 0.00 Μ	2	φαφο.ου
NEWS						
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate Rating</u> \$400.00 0.00				
E 38 KSNV 10/06/12 10/06/12	<del></del>	7a-9amS-	:30 2	\$225.003 0.00 NM	2	<b>\$450</b> .00
	Saturday Today			Q2401000 0100 11	_	φ100.00
SAT TODAY	0 1 11 1	D				
Start Date End Date Week; 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate Rating</u> \$225.00 0.00				
E 39 KSNV 10/06/12 10/06/12		6a-7aS-	:30 2	\$150.003 0.00 NM	2	\$300.00
	News 3 Sunrise SATURDAY				_	,
NEWS	1011	Deta Detion				
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$150.00 0.00				
E 40 KSNV 10/07/12 10/07/12		7a-8amS	:30 1	\$350.003 0.00 NM	1	\$350.00
	Sunday Today					
SUN TODAY Start Date End Date	Weekdays Spots/Week	Poto Poting				
Week: 10/01/12 10/07/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$350.00 0.00				
E41 KSNV 10/06/12 10/06/12	Saturday Night Live CM	1130pm-1:02amS-	:30 1	\$550,003 0.00 NM	1	\$550.00
011	Saturday Night Live					
SNL Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12	S- <u>Spotsivveck</u>	\$550.00 0.00				
N42 KSNV 10/02/12 10/05/12	Today Show CM	658a-9am -TWTF	:30 3	\$900.001 0.00 NM	3	\$2,700.00
TODAY	Today Show					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/01/12 10/07/12	-TWTF 3	\$900.00 0.00				
N 43 KSNV 10/02/12 10/05/12	•	1135p-1237a -TWTF	:30 8	\$500.001 0.00 NM	7	\$3,500.00
TON SHOW	Tonight Show					
Start Date End Date	Weekdays Spots/Week	Rate Rating		ŀ		
Week: 10/01/12 10/07/12	-TWTF 7	\$500.00 0.00				
N 44 KSNV 10/20/12 10/20/12	Sat PR 8-9p CM Saturday Prime 8-9pm	8-9pmS-	:30 1	\$1,200.001 0.00 NM	1	\$1,200.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/15/12 10/21/12		\$1,200.00 0.00				
N 45 KSNV 10/20/12 10/20/12	Sat PR 9-10p CM Saturday Prime 9-10pm	9-10pmS-	:30 1	\$900.002 0.00 NM	1	\$900.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/15/12 10/21/12	S- 1	\$900.00 0.00				
		-		Totals	111	\$46,820.00